

Message Text

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R 161620Z MAR 76
FM AMCONSUL MUNICH
TO USDOC WASHDC
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AMEMBASSY BRUSSELS
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USMISSION USBERLIN
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL HAMBURG
AMCONSUL STUTTGART

UNCLAS MUNICH 0662

E.O. 11652: N/A

TAGS: BTIO, GW

SUBJECT: INVEST IN THE U.S.A.: PROPOSAL BY BAULING-LEUCHTEN,
BAMBERG, GERMANY

1. SUMMARY: SUBJECT FIRM IS INTERESTED IN ESTABLISHING A PLANT TO MANUFACTURE GLASS AND METAL LIGHTING FIXTURES FR SPECIALTY APPLICATIONS. PROPOSED INVESTMENT WOULD BE IN THE \$1.5 TO \$2.5 MILLION RANGE. FIRM IS WELL ESTABLISHED IN THIS BUSINESS IN GERMANY AND HAS DONE RESEARCH IN U.S. WHICH INDICATES PROJECT IS VIABLE. END SUMMARY.

2. BAULING-LEUCHTEN, RHEINSTRASSE 1B, D-8600 BAMBERG, WEST GERMANY, IS INTERESTD IN ESTABLISING A PLANT TO MANUFACTURE GLASS LIGHTING EQUIPMENT, AND ASSOCIATED METAL COMPONENTS. FIRM'S SALES IN 1975 WERE ABOUT \$4 MILLION, DOWN SOMEWHAT FROM 1974'S SLES OF ABOUT \$4.6 MILLION. HOWEVER, FIRM IS IN GOOD FINANCIAL HEALTH AND EXPECTS THIS YEAR'S SALES TO EXCEED \$5 MILLION.

3. BAULING-LEUCHTEN WAS ESTABLISHED IN LEIPZIG, GERMANY, IN
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1927. THEY MOVED TO BAMBERG IN 1946. BANKING SOURCES INDICATE

THAT THE FIRM IS WELL RUN, MEETS ITS OBLIGATIONS IN A TIMELY MANNER, AND IS A GOOD BUSINESS PARTNER.

4. THE SUBJECT FIRM WOULD LIKE TO FIND A LOCATION IN THE EASTERN OR SOUTHERN U.S. WITH PORT FACILITIES AND WHICH IS CLOSE TO A GOOD SUPPLY OF SAND THAT COULD BE USED IN THE MANUFACTURE OF GLASS. A LARGE POWER SUPPLY FOR HEATING FURNACES, EITHER NATURAL GAS OR ELECTRIC, WOULD ALSO HAVE TO BE AVAILABLE. TOTAL INVESTMENT IN NEW LANT, LAND, AND FACILITIES WOULD BE IN THE \$1.5 TO \$2.5 MILLION RANGE. IT APPEARS THAT THE FIRM HAS THE NECESSARY CAPITAL IN HAND TO MAKE SUCH AN INVESTMENT. BAULING-LEUCHTEN IS DISCUSSING LONG RANGE CONTRACTS WITH ONE OF THE LARGEST U.S. MAIL-ORDER HOUSES AS A POSSIBLE SUPPLIER OF MOST OF THE MAIL-ORDER HOUSES' LIGHTING FIXTURES. THE VALUE OF THIS CONTRACT ALONE IS SAID O BE IN EXCESS OF \$1 MILLION.

5. ACTION REQUESTED: USDOC IS REQUESTED TO BRING THIS INVESTMENT OPPORTNITY TO THE ATTENTION OF APPROPRIATE STATE COUNTY, AND LOCAL AUTHORITIES WHO MAY BE INTERESTED IN THE ESTABLISHMENT OF A NEW PLANT IN THEIR AREA AND WHO MAY BE ABLE TO MEET THE PLANT'S REQUIREMENTS FOR POWER AND GLASS SAND. A WTDR IS IN PREPARATION AND SHOULD BE IN WASHINGTON BY MARCH 25, 1976.
PETERSON

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